postmetry

W

What's inside the newsletter from

White Stuff Clothing

Sender	noreply@e.whitestuff.com
Sending platform	Bloomreach
Sector	Fashion & retail
Emails read	22 campaigns, 1 transactional
Period	October 2026

Our address was subscribed in August 2026, after the CNIL recommendation was published (April 14, 2026).

Overall score

A B C **D** 65/100 E F

The main finding

An open-tracking pixel is present on 1 transactional message.

It is the first of 9 points to fix. The highest score is deliverability (100/100), the lowest compliance (33/100), better than 50% of the 566 brands measured.

Transactional
1 message

October 2026 · calculated on 24 October

Compliance

33 /100

better than 50% of the 566 brands measured

Deliverability

100 /100

better than 45% of the 565 brands measured

Technical

76 /100

better than 34% of the 566 brands measured

Experience

58 /100

better than 44% of the 566 brands measured

9 points to fix

Each line leads to the criterion in its family, with the excerpt that establishes it and how to fix it.

Priority	**An open-tracking pixel is present** Criterion “No open-tracking pixel” · Compliance · on 1 transactional message `<img width="1" height="1" alt="" src="https://cdn.uk.exponea.com/white-stuff-pr…` Open tracking is turned off in the tracking settings, at the campaign or account level.	**−35 pts** out of 35 in Compliance
Priority	**Layout tables nested beyond the threshold** Criterion “A shallow template” · Technical · measured on 1 transactional message Flatten the template: one content block per table, placed directly in the main column, with no wrapper table around each section.	**−20 pts** out of 20 in Technical
To review	**No untracked path leads to the site** Criterion “An untracked path leads to the site” · Compliance · on 1 transactional message At least one link in the message points directly to the brand's domain, without going through the platform's redirect domain: the logo, the legal notice or the privacy policy will do.	**−15 pts** out of 15 in Compliance
To review	**Some links become invisible when images are blocked** Criterion “All links stay visible with images blocked” · Experience · on 1 transactional message	**−15 pts** out of 15 in Experience
To review	**Preheader missing, too short or too long** Criterion “The message makes sense without its images, from the inbox on” · Experience · measured on 1 transactional message	**−12.5 pts** out of 25 in Experience
To review	**Tracked unsubscribe link** Criterion “The recipient keeps control over tracking” · Compliance · measured on 1 transactional message	**−10 pts** out of 20 in Compliance
To review	**Some tap targets are too small for a finger** Criterion “Tap targets large enough” · Experience · on 1 transactional message	**−10 pts** out of 10 in Experience
Secondary	**No address allows a reply to the message** Criterion “The message says who is writing and under which rules” · Compliance · measured on 1 transactional message	**−6.7 pts** out of 20 in Compliance
Secondary	**Some content images are not described** Criterion “The message stays readable with assistive technology” · Experience · measured on 1 transactional message	**−5 pts** out of 20 in Experience

13 criteria met, including « No recipient identifier in the message » and « DKIM signature validated ».
They are listed in their family, below.

Every send, at the time it arrived

One dot per message received by our subscription since October. Tap a dot to open it; the arrows move from one send to the next.

Technical reading of the send of Oct. 7, 2026 →

22

campaigns in 2 weeks

about 11 a week, in October

7 days a week

every day of the week

2 to 5 campaigns depending on the day

7 h – 19 h

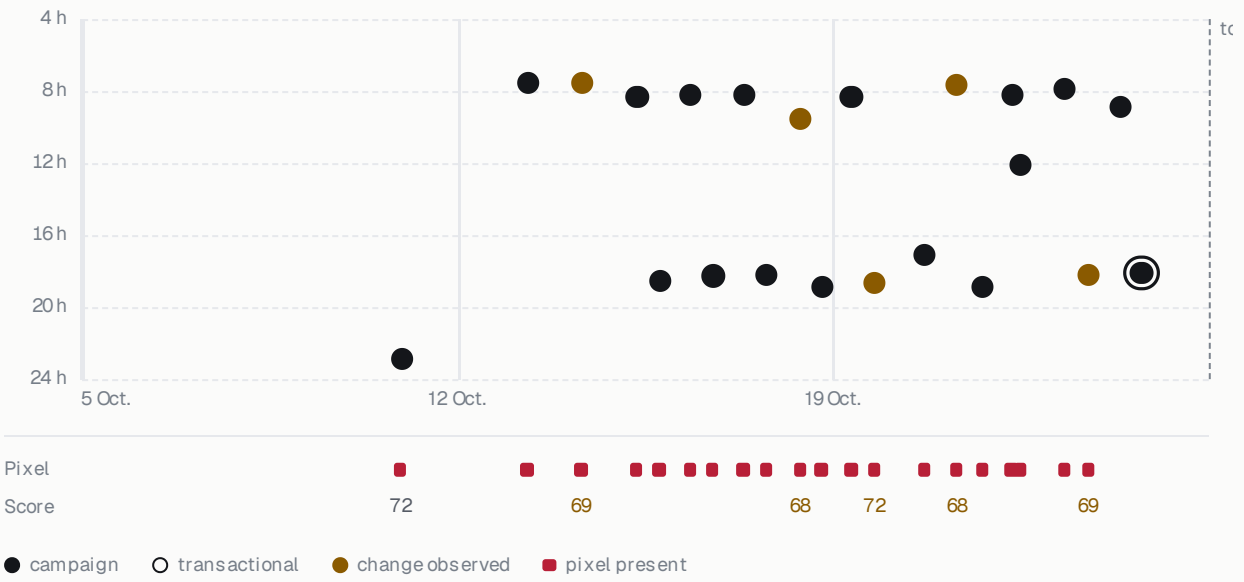
arrival window

21 of the 22 campaigns

24 Oct.

last send received

« 20% OFF knits for him »



Campaign 22 of 22

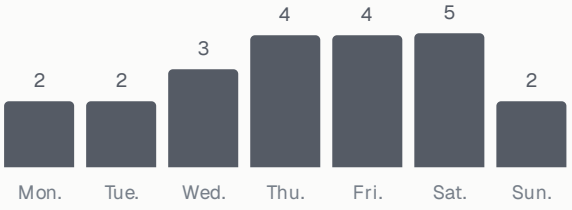
Saturday 24 Oct., 18:09

20% OFF knits for him

Type	Marketing campaign
Score	analysis in progress
Pixel	—

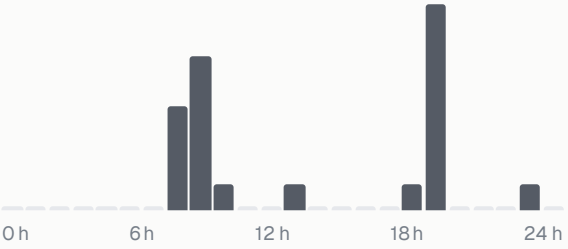
Sending day

Tap a bar to find its sends on the timeline.



Arrival time

Hour by hour, on the 22 campaigns.



5 changes observed since October — Each campaign is compared with the previous one, criterion by criterion.

14 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next campaign · the per-send score goes from 72 to 69
18 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next 2 campaigns · the per-send score goes from 69 to 68
19 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next campaign · the per-send score goes from 68 to 72
21 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. confirmed by the next 3 campaigns · the per-send score goes from 72 to 68
23 Oct.	The detail of this change, criterion by criterion, is reserved for the Pro version. to be confirmed by the next send · the per-send score goes from 68 to 69

Criteria in detail

The 24 criteria + 1 bonus

13 met · **4** partly met · **5** not met · **0** not observable · **2** not applicable

33
out of 100

Compliance

These checks cover what the send imposes on the recipient and what it leaves them: measurement of their behaviour, ways to leave, tracking of their objection.

Tracking pixels: the CNIL rule · Method, Compliance family

better than 50% of the 566 brands measured

The calculation · 33 pts out of 100 — 1 met · 2 partly met · 2 not met · 1 not applicable

35	20	20	15	10

Weight of each criterion in the score.

No open-tracking pixel — Not met — 0/35 pts

Open-tracking pixel detected on the only transactional message concerned

0 points out of 35 — met on 0 of 1 transactional message concerned.

An invisible image tells the sending platform that the message was opened, when, and from which device: this is individual tracking of reading behavior, and the recipient sees none of it. The message does not say whether they consented or objected — that choice lives in the sending platform, not in the email.

Served from exponea.com.

The excerpt that establishes it

```
<img width="1" height="1" alt="" src="https://cdn.uk.exponea.
com/white-stuff-prod/e/***/open" sty…
```

How to fix it

Open tracking is turned off in the tracking settings, at the campaign or account level. Look for “open tracking”.

Turning it off loses the open rate — a measure already largely distorted by mailbox privacy protections, which preload images — and changes nothing about the click rate.

Met when no tracking pixel is present. A single pixel is enough for the criterion not to be met on an email.

CNIL 14/04/2026·LIL art.82 · PM-PRIV-001 · The detection rule

Unsubscribing is possible and announced

Not applicable

not applicable

This measurement did not apply to any of the emails received. It **drops out of the denominator**: it is never counted as a failure.

Met when the message announces unsubscribing in its headers, through a page rather than an email to write, and in its body. The detail says which of the two is missing. Not applicable to a transactional email.

RFC 2369 · PM-PRIV-002

The recipient keeps control over tracking

Partly met

10/20 pts

Tracked unsubscribe link on the only transactional message concerned (1 of 2 measures met)

10 points out of 20 — share of observations met across 1 transactional message.

How to fix it

A path separate from the unsubscribe link leads to a preference centre where the recipient can refuse tracking (opens, clicks) without unsubscribing. Most email platforms offer this page; otherwise it goes in the template footer, with its own link, named for what it does (“manage my preferences”, “refuse tracking”).

The page takes an afternoon to set up and then serves every send. It is what the CNIL recommendation expects from an email that measures how its readers behave.

Two measures: does the unsubscribe link go through a tracker, and does a separate path lead to a preference center or to refusing tracking? Neither establishes that a refusal succeeds — checking would require following the link, which would record a click on the sending platform's side. They describe the control left to the recipient, not the result they would get.

What was measured — 1 met out of 2

- Tracked unsubscribe link on the only transactional message concerned — Not met
- A separate path leads to a preference center or to refusing tracking on a single transactional message — Met

CNIL 14/04/2026·Postmetry · PM-PRIV-003

The message says who is writing and under which rules

Partly met

13.3/20 pts

No address allows a reply to the message on the only transactional message concerned (2 of 3 measures met)

13.3 points out of 20 — share of observations met across 1 transactional message.

How to fix it

The footer of the message names the sender (company name, postal address) and links to its privacy policy with a direct link to the website, not through a tracking domain. These details go once into the base template and then appear in every send.

Nothing to lose: these lines already exist on the website; they only need to be carried over.

A commercial email must make it possible to identify the advertiser (CPCE, article L. 34-5), and the recipient must be able to know who processes their data. This indicator groups what a message can show of it.

What was measured — 2 met out of 3

- The message names its sender on a single transactional message Met
- No address allows a reply to the message on the only transactional message concerned Not met
- A link leads to the privacy policy on a single transactional message Met

CPCE L.34-5 · directive 2000/31 art.6 · CAN-SPAM · PM-PRIV-004

An untracked path leads to the site

Not met

0/15 pts

Every link to the site goes through a tracker on the only transactional message concerned

0 points out of 15 — met on 0 of 1 transactional message concerned.

A recipient who simply wants to visit the site has no option but to go through the click counter.

How to fix it

At least one link in the message points directly to the brand's domain, without going through the platform's redirect domain: the logo, the legal notice or the privacy policy will do. In the editor this is set link by link ("do not track this link", "disable click tracking") or through an exclusion list in the account settings.

An untracked link does not count in measured clicks; choosing the logo or the footer takes nothing away from the clicks that matter.

Met when at least one link in the message leads to the brand's site without going through a click counter.

Postmetry · PM-PRIV-005

No recipient identifier in the message

Met

10 pts

No recipient identifier in the message on a single transactional message

10 points out of 10 — met on 1 of 1 transactional message concerned.

Met when the recipient's address appears — neither in clear, nor encoded, nor hashed — in no URL and no proprietary header. Addressing headers do not count: they carry it by design.

Postmetry · RGPD art.4 en repère · PM-PRIV-020

Deliverability

100
out of 100

These checks read the authentication verdict set by our server when the message arrived. This verdict is dated by construction: we never recalculate it, which would query today's DNS rather than the DNS of the day the email was sent.

Gmail sender requirements ↗ (https://support.google.com/a/answer/81126)
Yahoo requirements ↗ (https://senders.yahooinc.com/best-practices/) Method, Deliverability family

better than 45% of the 565 brands measured

The calculation · 70 pts out of 70, scaled to 100 — 5 met · 1 not applicable

20	20	15	10	5

Weight of each criterion in the score.

DKIM signature validated — Met — 20 pts

Valid DKIM signature on a single transactional message

20 points out of 20 — met on 1 of 1 transactional message concerned.

Met when our receiving server validated the DKIM signature of the email.

RFC 6376 · RFC 8601 · PM-DELIV-001
RFC 6376 — DomainKeys Identified Mail (DKIM) Signatures (https://www.rfc-editor.org/rfc/rfc6376)
RFC 8601 — Message Header Field for Indicating Message Authentication Status (https://www.rfc-editor.org/rfc/rfc8601)

DMARC alignment validated — Met — 20 pts

DMARC alignment verified on a single transactional message

20 points out of 20 — met on 1 of 1 transactional message concerned.

Met when the domain shown in the sender matches the one that authenticated the message.

RFC 9989 · PM-DELIV-002
RFC 9989 — Domain-Based Message Authentication, Reporting, and Conformance (DMARC) (https://www.rfc-editor.org/rfc/rfc9989)

DMARC policy that helps keep out some impersonation — Met — 15 pts

Active DMARC policy on a single transactional message

15 points out of 15 — met on 1 of 1 transactional message concerned.

Met when the published policy is “reject” or “quarantine”. A “none” policy asks nothing of mail providers: it is published with no effect on messages that impersonate the domain.

RFC 9989 §4.7 · PM-DELIV-003 · RFC 9989 — section 4.7, “p” tag (https://www.rfc-editor.org/rfc/rfc9989#section-4.7)

No SPF failure — Met — 10 pts

No SPF failure on a single transactional message

10 points out of 10 — met on 1 of 1 transactional message concerned.

Met when SPF does not fail. An SPF “none” alongside a valid DKIM and DMARC is a common and legitimate configuration: it is not penalized.

RFC 7208 · PM-DELIV-004

RFC 7208 — Sender Policy Framework (SPF) for Authorizing Use of Domains in Email (https://www.rfc-editor.org/rfc/rfc7208)

One-click unsubscribe, as defined by RFC 8058 Not applicable

not applicable

This measurement did not apply to any of the emails received. It **drops out of the denominator**: it is never counted as a failure.

Met when the "List-Unsubscribe" header carries an https address and "List-Unsubscribe-Post" is exactly "List-Unsubscribe=One-Click". This is what Gmail and Yahoo require of bulk senders: the mailbox's button then acts without opening a page. Not applicable to a transactional email.

RFC 8058 · Gmail et Yahoo · PM-DELIV-005

A DKIM signature that covers what matters Met

5 pts

The DKIM signature covers what matters in the message on a single transactional message

5 points out of 5 — share of observations met across 1 transactional message.

What the signature covers, not only that it passes: an algorithm accepted by RFC 8301, the whole body signed, the From, Subject, Date and List-Unsubscribe headers signed, a signature not expired on receipt. Not applicable without a DKIM signature.

What was measured — 4 met out of 4

- Accepted signing algorithm on a single transactional message Met
- Whole body signed on a single transactional message Met
- Essential headers signed on a single transactional message Met
- Signature valid on receipt on a single transactional message Met

RFC 6376 · RFC 8301 · PM-DELIV-006

76
out of 100

Technical

These checks cover what email clients actually do with the message: truncation, style blocks removed, resources never loaded. Each threshold states where it comes from: the documented behaviour of an email client, a specification, or our own method.

Support by email client (caniemail) ↗ (https://www.caniemail.com/) Method, Technical family

better than 34% of the 566 brands measured

The calculation · 65 pts out of 85, scaled to 100

5 met · 1 not met

Weight of each criterion in the score.

HTML under Gmail's clipping threshold — Met

25 pts

HTML under Gmail's clipping threshold on a single transactional message

25 points out of 25 — met on 1 of 1 transactional message concerned.

Met when the HTML part stays under 102 KB. Beyond that, Gmail cuts off the end of the message — and the end is where the unsubscribe link and the notices are.

Gmail · PM-TECH-001

A shallow template — Not met

0/20 pts

Layout tables nested beyond the threshold on the only transactional message concerned (0 of 1 measures met)

0 points out of 20 — share of observations met across 1 transactional message.

How to fix it

Flatten the template: one content block per table, placed directly in the main column, with no wrapper table around each section.

In a block-based editor, nesting usually comes from a section placed inside another, or a column inside a column. It is fixed once, in the template, not campaign by campaign.

The technical reading of the email gives the measured nesting and its threshold: it tells you when the fix has taken effect.

Met when layout tables are nested no more than 6 levels deep. Beyond that, the Word engine shared by desktop Outlook and the diverging clients each render the template their own way.

What was measured — 0 met out of 1

- Layout tables nested beyond the threshold on the only transactional message concerned — Not met

Postmetry · PM-TECH-002

Well-formed HTML — Met

15 pts

Well-formed HTML on a single transactional message

15 points out of 15 — share of observations met across 1 transactional message.

A doctype, a character set declared in the document, balanced tags and unique identifiers. Each client repairs incomplete markup its own way, which is what makes rendering unpredictable. End tags that HTML makes optional do not count.

What was measured — 4 met out of 4

- Doctype declared on a single transactional message — Met
- Character set declared in the HTML on a single transactional message — Met
- Balanced tags on a single transactional message — Met
- Unique identifiers on a single transactional message — Met

WHATWG · PM-TECH-030

Every link leads somewhere — Met

10 pts

Every link leads somewhere on a single transactional message

10 points out of 10 — met on 1 of 1 transactional message concerned.

Met when no link is empty, reduced to "#" or written as "javascript:". Such a link leads nowhere, and most clients neutralise it. Not applicable if the message contains no link.

Postmetry · PM-TECH-031

No remote stylesheet ■ Met

10 pts

No remote stylesheet on a single transactional message

10 points out of 10 — met on 1 of 1 transactional message concerned.

Met when the message calls no external stylesheet, through “link” or “@import”. Several clients never load them. A font stylesheet does not count: without it, the text falls back to another font.

caniemail · PM-TECH-020 · <link> in an email — support by client (https://www.caniemail.com/features/html-link/)

The message follows the shape of an email ■ Met

5 pts

The message follows the shape of an email on a single transactional message

5 points out of 5 — share of observations met across 1 transactional message.

Lines of 998 bytes at most, readable Message-ID and Date, a character set announced on every text part, a transfer encoding consistent with the content (RFC 5322, RFC 2045). Most servers tolerate these deviations, each in its own way.

What was measured — 5 met out of 5

- Lines of 998 bytes at most on a single transactional message Met
- Well-formed Message-ID on a single transactional message Met
- Readable date on a single transactional message Met
- Character set announced on every text part on a single transactional message Met
- Consistent transfer encoding on a single transactional message Met

RFC 5322 · RFC 2045 · PM-TECH-010

58
out of 100

Experience

Four questions about what becomes of the message once received: does it stay understandable, can the recipient still act, can a client render it, can a screen display it. Automatic detection only covers what is declared in the message.

WCAG 2.2 ↗ (https://www.w3.org/TR/WCAG22/) Method, Experience family

better than 44% of the 566 brands measured

The calculation · 58 pts out of 100

2 met · 2 partly met · 2 not met · 1 bonus

Weight of each criterion in the score.

The message makes sense without its images, from the inbox on ▢ Partly met

12.5/25 pts

Preheader missing, too short or too long on the only transactional message concerned (1 of 2 measures met)

12.5 points out of 25 — share of observations met across 1 transactional message.

How to fix it

A preheader of 40 to 130 characters, in real text, follows the subject in the inbox; every meaningful image has an `alt` attribute that says what it shows; the main message is in text, not inside an image. In the

editor, the preheader is a dedicated field, and the `alt` is filled in image by image.

Half of readers see the message without images when it first opens. An `alt` and a preheader take a minute per campaign.

Met when the message keeps at least 200 readable characters with images blocked, and a preheader of 40 to 130 characters announces it in the message list. Without a preheader, the inbox shows the first text of the body instead — often “View in browser”.

What was measured — 1 met out of 2

- At least 200 characters remain readable with images blocked on a single transactional message Met
- Preheader missing, too short or too long on the only transactional message concerned Not met

Postmetry · PM-EXP-001

The message can be rendered outside HTML Met

15 pts

A text version renders the message on a single transactional message

15 points out of 15 — share of observations met across 1 transactional message.

Met when a text version comes with the email and carries the essentials: at least 60% of its text and 80% of its links. A client that does not display HTML falls back on it; reduced to “view the web version”, it renders nothing.

What was measured — 3 met out of 3

- A plain-text version accompanies the message on a single transactional message Met
- The text version carries at least 60% of the text on a single transactional message Met
- The text version carries at least 80% of the links on a single transactional message Met

Postmetry · PM-EXP-002

All links stay visible with images blocked Not met

0/15 pts

Some links become invisible with images blocked on the only transactional message concerned

0 points out of 15 — met on 0 of 1 transactional message concerned.

How to fix it

Every important action (main button, unsubscribe) exists as text or as an HTML button, not only as a clickable image. For an image button, an `alt` that names the action and a background colour on the cell keep the area visible even without the image.

With images blocked, an image button becomes an empty rectangle: the reader does not know where to click.

Met when no link is carried by a single image without alternative text: such a link leaves nothing on screen. Not applicable if the message contains no links.

Postmetry · PM-EXP-003

Tap targets large enough Not met

0/10 pts

Tap targets under the retained size on the only transactional message concerned

0 points out of 10 — met on 0 of 1 transactional message concerned.

How to fix it

Links and buttons are at least 24 px tall, with space between two neighbouring links; an HTML button (a table cell with background and padding) reaches that size without an image. Small footer links are separated by a line break rather than by a |.

On a phone, a target smaller than a finger gets missed or the tap lands next to it; 24 px is the WCAG 2.2 level AA minimum.

Met when no sized tap target falls below 24 px a side (WCAG 2.2, criterion 2.5.8). Only targets with a declared dimension are measured; the criterion's exceptions — a target within a line of text, sufficient spacing — are not. Not applicable if the message declares no dimensions.

WCAG 2.2 — 2.5.8 · PM-EXP-004

WCAG 2.2 — Target Size (Minimum), success criterion 2.5.8, level AA (https://www.w3.org/TR/WCAG22/#target-size-minimum)

The message stays readable with assistive technology

Partly met

15/20 pts

Some content images are not described on the only transactional message concerned (3 of 4 measures met)

15 points out of 20 — share of observations met across 1 transactional message.

How to fix it

Four fixes, all in the template: declare the message language on the `<html>` tag (`lang="en"` for an email in English), describe each content image in its `alt` attribute, mark layout tables with `role="presentation"`, and write links that say where they lead rather than “click here”.

The criterion detail shows which ones are missing from your emails; the others are already met.

A decorative image — divider, spacer — keeps an empty `alt=""`: that is what keeps it silent, not an oversight.

Declared language, described content images, layout tables marked as such, link texts that say where they lead: what a screen reader needs to render the message. The detail says which of these measures is missing.

What was measured — 3 met out of 4

- Message language declared on a single transactional message — Met
- Some content images are not described on the only transactional message concerned — Not met
- Layout tables marked as such on a single transactional message — Met
- Every link says where it leads on a single transactional message — Met

WCAG 2.2 · RGAA · PM-EXP-005

HTML Standard — The lang and xml:lang attributes (https://html.spec.whatwg.org/multipage/dom.html#the-lang-and-xml:lang-attributes)

HTML Standard — Requirements for providing text to act as an alternative for images (https://html.spec.whatwg.org/multipage/images.html#alt)

The message declares its adaptation to screens ■ Met

15 pts

The message declares its adaptation to screens on a single transactional message

15 points out of 15 — share of observations met across 1 transactional message.

Met when the message declares its viewport and its adaptation to screen width. Without them, it displays on a phone at its original width, and is read by zooming and scrolling sideways.

What was measured — 2 met out of 2

- Viewport declared on a single transactional message Met
- Adaptation to screen width declared on a single transactional message Met

W3C · PM-EXP-026 · CSS Device Adaptation — the viewport tag (https://www.w3.org/TR/css-device-adapt-1/) Media Queries Level 4 (https://www.w3.org/TR/mediaqueries-4/)

Dark mode declared ☐ Bonus point not earned

+0 pts

The message does not declare its support for dark mode on the only transactional message concerned

0 points out of 5 — met on 0 of 1 transactional message concerned.

Earned when the message declares `color-scheme` or a `prefers-color-scheme` rule. No standard requires it — clients that force dark mode invert the colors themselves — but declaring it leaves control to the template rather than to the mail client.

caniemail · PM-EXP-027

FINDINGS OUTSIDE SCORING

Observed, not scored

These findings are not part of any score: their threshold has no citable source. They are still shown in full.

Every link in the message goes through a tracker

detected by its measurement domain

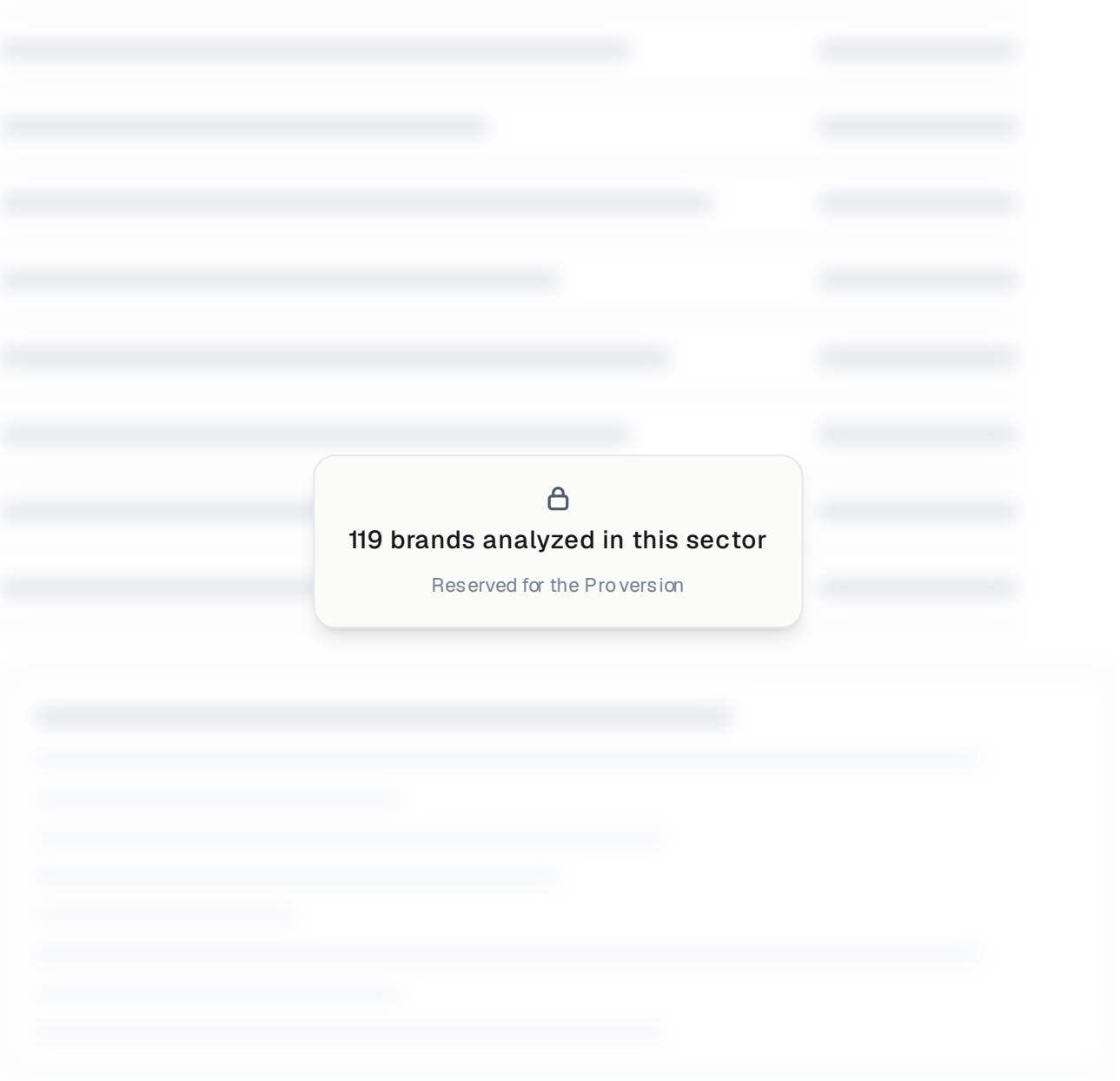
Each click is recorded and tied to the recipient before being redirected. No link leads directly to the site: there is no way to visit the brand from this message without being measured.

▼ The evidence — excerpt from your email


```
https://cdn.uk.exponea.com/white-stuff-prod/e/.eJxlUL1v00AUJy1RJVOEMFR8SWAxwJQ4dj6bibRN
0qolNCSNo0bRcbk7x25sn_Gd47jKwMiEWBEMDOzQDdQBCfEXRCAkRv4BmBgQA04UAVK3997v473fE6WNG-NBqvP
qZ_M47D77_e32qbW3v77fXPoCjz_VFj-23119ETM4d1lRlhF2kv4gSUYudQhMImrLgWFykmDc1_WE61EsE3m9P3
o48vJB0LQrbODW3UKmsVWu63qVBVquqbZ2eLa97xQyJirVvYNcPtzaVNRqXilnNkYVM3tXAwHB2pBhdw3NvFZbq
U3nvk6VGkSlpO2nW-3DQwPnON8NFPoj_Pz66GupuCos-ExM79AQW…
```

Sector comparison

Fashion & retail — 119 brands with at least one campaign analyzed. The shares below are counted on them, never on the catalog.



Reading notes

How to read this page

01 **A criterion that is not observable or not applicable leaves the calculation.** It stays listed, never counted as zero: its weight leaves the denominator rather than weighing as a failure.

02 Each line describes an **observable finding**, with the excerpt that establishes it. No legal qualification is ever attached to it.

03 The measurements come from **deterministic analyzers**: the same message always gives the same result, and a disputed finding can be redone identically from the archive.

04 Every share is published **on an observed basis**, and names it: “26 of 30 brands analyzed.” A brand with no email received enters no denominator.

05 The **deliverability score is borrowed**: its verdict comes from the server that received the message. All the other families come from our own analyzers.

Does this analysis speak to you?

Let's go through it together, in 20 minutes.

We go over the 9 points with you, the evidence for each and the order in which to fix them. By video call, no commitment.

Pick a time slot : https://cal.com/noam-ouaknine-ecibnn/20min (https://cal.com/noam-ouaknine-ecibnn/20min)

Get White Stuff Clothing's changes

One email when a criterion changes state, nothing else.

Do you work at White Stuff Clothing?

Claim the brand: transactional emails, alerts, dated evidence.

The Pro version

Full history, before and after, alerts.

This report can also be read online, with a preview of each email:
https://postmetry.com/en/marque/white-stuff-clothing/?kind=transactional